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Message Text

UNCLASSIFIED

PAGE 01 BEIRUT 01263 100921Z
ACTION NEA-10

INFO OCT-01 EB-08 ISO-00 /019 W
----------052378 110642Z /10
R 100600Z MAR 78
FM AMEMBASSY BEIRUT
TO USDOC WASHDC
INFO SECSTATE WASHDC 7028

UNCLAS BEIRUT 1263

E.O. 11652: N/A
TAGS: BEXP, LE
SUBJECT: ADS REQUEST FOR RIVIANA INTERNATIONAL INC., HOUSTON
TEXAS

REF: DEPARTMENT'S TRANSMITTAL SLIP OF FEB. 9, 1978.

THE FOLLOWING FIRMS HAVE BEEN CONTACTED AND HAVE EXPRESSED AN INTEREST IN REPRESENTING REVIANA INTERNATIONAL INC. AS COMMISSION SALES AGENTS FOR CAROLINE PARBOILED RICE.

1. AMLEVCO TRADING COMPANY S.A.L., P.O. BOX : 6103, COMMODORE STR., BEIRUT, LEBANON

CONTACT: BAHIJ ZU'RUB, CBD.

PHONE: 350027

CABLE: AMLEVCOTRADE, BEIRUT

TELEX: NA

COMMENT: THIS IS A JOINT-STOCK TRADING COMPANY WITH A FULLY PAID CAPITAL OF 300,000 LEBANESE POUNDS (US DOLLAR EQUALS 2.95LL).

THE BOARD OF DIRECTORS AND SHAREHOLDERS IS COMPOSED OF REPUTABLE,
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ACTIVE AND RELIABLE BUSINESSMEN. FIRM IS ENGAGED IN IMPORT OF CONSUMER PRODUCTS FOR SALE TO GROCERIES, SUPERMARKETS, HOTELS AND OTHER INSTITUTIONAL CLIENTS OPERATING IN LEBANON. IT MAINTAINS EXTENSIVE BUSINESS DEALINGS WITH U.S. MANUFACTURERS AND SUPPLIERS OF GROCERY ITEMS. MR. ZU'RUB STATES THAT RIVIANA PRODUCTS FIT INTO HIS LINE OF BUSINESS.

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2. BAROODY BROS. & CO., P.O. BOX: 110-153, MAKDISI BLDG.,
JEANNE D'ARC STR., BEIRUT, LEBANON.

CONTACT: EMILE S. BAROODY, PARTNER & FM

PHONE: 342330/347001/226738.

CABLE: BAROODYBRO, BEIRUT

TELEX: ARABIN 21016 LE

COMMENT THIS IS ONE OF LEBANON'S OLDEST TRADING FIRMS DOING LARGE SCALE BUSINESS WITH THE UNITED STATES. IT MAINTAINS ITS HEAD OFFICE IN BEIRUT AND ASSOCIATES IN SYRIA AND OTHER ARAB COUNTRIES. FIRM IS ENGAGED IN IMPORT AND DISTRIBUTION OF GENERAL FOOD PRODUCTS, LIQUORS, SPORTING GOODS, COSMETICS, SLACKS, ELECTRIC APPLICANCES AND CIGARETTE LIGHTERS FOR SALE IN LEBANON AND SOME ARAB COUNTIES. OWNERS ENJOY AN EXCELLENT BUSINESS REPUTATION. MR. EMILE BAROODY, PARTNER AND GENERAL MANAGER OF THE FIRM IS AND ACTIVE MEMBER BD OF BEIRUT CHAMBER OF COMMERCE AND INDUSTRY; A MEMBER IN BD OF THE MERCHANTS ASSOCIATION IN BEIRUT, AND PRESIDENT OF ARABIA INSURANCE CO., LTD, S.A.L., BEIRUT. FIRM'S SALES ABILITY IS CONSIDERED GOOD THROUGHOUT LEBANON AND IN CERTAIN ARAB COUNTRIES IN THE GULF. IT REPRESENTS SEVERAL U.S. AND EUROPEAN MANUFACTURERS. MR. BAROODY IS INTERESTED IN RIVIANA PRODUCTS BECAUSE THEY FITS INTO HIS GENERAL FOOD PRODUCTS LINE.
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3. MABSOUT & IDRISS, P.O. BOX: 11-3990, CORNICH MAZRAA ST.
HASSAN CENTER, BEIRUT, LEBANON.

CONTACT: REYAD MABSOUT, PARTNER & IMPORT MANAGER

PHONE: 310831/310832.

CABLE: MABRISS, BEIRUT

TELEX: NA

COMMENT: THIS IS A PARTNERSHIP TRADING COMPANY ACTING AS AGENT, IMPORTER, RETAILER, DISTRIBUTOR AND COMMISSION MERCHANT HANDLING A GENERAL LINE OF GROCERY AND FOOD PRODUCTS ON A LARGE SCALE, COSMETIC PRODUCTS, LIQUORS, AND DETERGENTS. FIRM MAINTAINS ITS HEAD OFFICE WITH 3 RETAIL SHOPS IN BEIRUT AND HAS ASSOCIATE RELATIONSHIPS IN SAUDI ARABIA AND BAHRAIN. ITS SALES ABILITY IS CONSIDERED GOOD; ITS TURNOVER IN 1977 IS REPORTEDLY ABOUT 10,000,000 LEBANESE POUNDS (US DOLLAR EQUALS LL 2.95). FIRM IS REPUTABLE AND MEETS ITS OBLIGATIONS. MR. MABSOUT IS INTERESTED IN RIVIANA PRODUCTS BECAUSE HE DOES NOT NOW REPRESENT A RICE SUPPLIER

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APPROVED: TAIN P. TOMPKINS PARKER

PREPARED: MOHAMMED O. SUKKAR.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: BEIRUT
Handling Restrictions: n/a
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Previous Handling Restrictions: n/a
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Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3379190
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST FOR RIVIANA INTERNATIONAL INC., HOUSTON TEXAS
TAGS: BEXP, LE
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/5c514cca-c288-dd11-92da-001cc4696bcc
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